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Top dealer, Peugeot hurl stiff charges

Incentive fraud, sales lies alleged

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

LYNDHURST, N.J. — An attempt by Peugeot Motors of America to terminate its top dealership for collecting incentives for cars that were not sold has sparked a counterclaim that the French importer is lying about its sales figures.

Peugeot, while denying it condoned or encouraged false reporting of sales, promised in a prepared statement that it would investigate the charges.

Peugeot filed suit against Exotic Motors of Redmond, Wash., in U.S. District Court in Seattle on Oct. 18, asking for damages of more than $300,000.

The suit charges fraud, breach of contract and racketeering. It claims the dealership collected more than $100,000 in incentive rebates from Peugeot for cars that were never sold or were sold after retail delivery records had been turned in.

The defendants, Stavros Michelakis and his partner, Nick P. Diafos, filed a counterclaim, supported by affidavits from two current Peugeot dealers, alleging that Peugeot dealer representatives frequently asked them to turn in retail delivery records on cars that hadn't been sold.

Dealer representatives allegedly used the numbers to meet their sales targets, and Peugeot allegedly used the higher numbers to prop up its allocation of cars from France and to exaggerate the company's success, the defendants said.

"We always understood that the reason why our dealer representatives were recommending to us

see PEUGEOT, page 58

Iacocca is preparing to step down in 1991

AUTOMOTIVE NEWS/JOE WILSSENS

Greenwald is Iacocca heir

Chrysler's exec shuffle sets stage for life after Lido

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — In the wake of a corporate reshuffling at Chrysler Corp. last week, Lee Iacocca said he expects to remain company chairman for three more years but will spend more time on the "people part" of the business.

"Time marches on and you've got to have a good succession plan that has got some stability in it," Iacocca said in an interview a day after the reorganization was announced.

"I think I will stay the three years and then after that I don't want to be carried out of here trying to run the company and not let the other guys take over. That's why I'm disciplining myself with the board to say here it is."

Under the restructuring announced Thursday, Gerald Greenwald, who has served as chairman of Chrysler Motors for three years, becomes the heir apparent to Iacocca when his contract expires 1991.

In a parallel move, Robert A. Lutz, named president of Chrysler Motors, is positioned to head the company's vehicle-making subsidiary in the post-Iacocca years.

Iacocca said that in his remaining years as chairman he will "spend more time on organization and people.

"Not just recruiting but communications. We've got to do better at that," he said.

"We just had an employee survey where people had a lot of questions that haven't been answered. I've just talked to 180 of our top communicators corporate-wide to give them a sendoff on what their jobs are and how important it is that people right down the line understand what we are and what we stand for," Iacocca said.

Iacocca said the corporate restructuring gives him "the next three years to try to really push down this responsibility and accountability" to a level where the people who will eventually run the company can prove themselves.

Iacocca said an internal document has been prepared which outlines "line by line" the jobs of Chrysler's top executives.

"It's defined and in the end it's to make them accountable for meeting their objectives as delineated.

"I think it will clear things up a lot and be accepted well. At the same time if they all do their homework and do well and perform

see CHRYSLER, page 59

Olds truck proposal hits dealer nerve

By Michelle Krebs and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

DETROIT — General Motors may sell a truck-type vehicle, possibly a four-door version of the Chevrolet S-10 Blazer or a version of the Chevrolet/Pontiac all-purpose van, through Oldsmobile dealers.

No such product program has been approved yet by GM's top executives, though it is expected to come before GM's executive committee soon.

Nevertheless, discussion of the proposal already has set off a stormy protest by GMC and Chevrolet truck dealers who don't want other GM divisions selling sport-utility vehicles that compete against models they sell.

GM is considering a variety of truck-type vehicles to be sold through Oldsmobile, but those receiving the most serious consideration are a version of the four-door Chevrolet S-10 Blazer — sold as the S-15 Jimmy by GMC dealers — and a version of the APV. A four-door Blazer/Jimmy is due in the 1991 model year; the APV goes into production as a 1990 model in the spring of 1989.

Under the Oldsmobile proposal, the vehicles would not be changed substantially. They would be badged as Oldsmobiles, renamed and interiors would be upgraded to fit Oldsmobile's upscale image. The four-door Blazer, for example, would likely contain more car-like features, including leather upholstery, than their Chevrolet and GMC counterparts.

GMC and Chevrolet truck dealers have launched a nationwide letter-writing campaign to GM's top brass in an effort to keep the four-door sport-utility Blazer and Jimmy exclusive to their divisions and prevent increased competition among GM makes.

GMC and Chevrolet dealers recently received a letter from John Bergstrom, Chevrolet Dealer Council chairman; Roland Faricy, GMC Dealer Council chairman; and Larry Carter, Chevrolet-GMC line representative for the National Automobile Dealers Association. The letter urged them to write GM Chairman Roger Smith and six other top GM executives to protest the Oldsmobile proposal.

Carter, a Las Vegas, Nev., GMC dealer, said last week that the corporation "has been receiving a ton of letters" from Chevrolet, GMC Truck and Oldsmobile dealers expressing outrage at the proposed spinoff of the four-door sport-utility vehicle. Some Olds dealers

see OLDS, page 58

PRIZES: *Incentives play role in auction field, too*

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Dealers nibbled on lobster, shrimp, oysters and clams at a special promotion hosted by the Florida Auto Auction of Orlando, while roast moose led the menu at the Southern California Auto Auction.

At the Auto Dealers Exchange in Indianapolis last month, dealers stuffed themselves on roast pig. The Harrisburg Auto Auction in Pennsylvania, meanwhile, plied nearly 900 dealers with chicken dinners — the fryers weighed in at more than three tons.

There is still such a thing as a free lunch and, sometimes, a free breakfast. They are drawing cards auctions use to lure dealers.

Yet they are small potatoes compared to the trove of giveaways offered by the industry at the weekly sales.

Drawings for cash, cars, appliances and even cowboy hats and golf clubs have become part of the carnival-like fanfare surrounding the auction industry.

Sometimes the incentives are straightlaced business deals. Alamo Rent A Car offers delayed payment for cars purchased at auctions for up to 45 days.

Even the automakers sometimes offer incentives, including transportation assistance for vehicles

see PRIZES, page 40

Prior ousted; shaky Global trims ranks

By Charles Thomas
AUTOMOTIVE NEWS STAFF REPORTER

NEWARK, N.J. — Shaken over his firing from Global Motors Corp., William Prior, president and chief executive officer of the company until a week ago, said Global Motors has failed to honor his five-year contract or give him severance pay.

In a separate midweek development, Global Motors pink-slipped 71 employees at its New Jersey headquarters in a cost-cutting shakedown that one former em-

see PRIOR, page 58

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Chrysler may source car ragtop in Mexico — Page 2
Bush team awaited by auto leaders — Page 3
Four Buick dealers admit price fixing — Page 4

Bush team awaited by auto leaders

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Automakers and new-car dealers for the most part welcomed George Bush's election to the presidency last week, showing little concern for expanded Democratic majorities in the House and Senate.

"No surprises," is how Jimmy Payton described last week's election results. Payton, president of the National Automobile Dealers Association, said, "In speaking with dealers around the country, I would say that a vast majority favored George Bush. His election is welcomed by the dealers."

Two of the Big 3 also hailed the Bush victory, offering polite congratulations to the winner.

General Motors Chairman Roger Smith said, "We congratulate the president-elect and look forward to working with him and his administration on the many important issues affecting our industry.

"Now that the people have spoken, it is vital that we all work together for the good of the nation and the economy."

AUTOMOTIVE NEWS/JOE WILSBERG

George Bush: the winner

Ford Motor Co. Chairman Donald Petersen said, "We congratulate Vice President Bush and Senator Quayle on their election. We hope that one of their top priorities will be to address the budget and trade deficits as well as other aspects of international competitiveness so vital to the nation's future."

Chrysler Corp. Chairman Lee Iacocca, who has had his differences with the Reagan administration over trade policy, did not comment on the election.

The new president of Chrysler Motors, Robert Lutz, said, in Washington last week, "Despite George Bush's landslide, I think most people are more relieved that the campaign is over than they are elated or dejected about its outcome."

The UAW, which had backed Dukakis, has "mixed feelings" as to whether Bush's election represents a setback for organized labor, according to Stephen Yokich, a UAW vice president. "I think we had a mainstream message of fairness for the working man and woman and we advanced our majorities in the House and Senate," he said.

George Neild, president of the Automobile Importers of America, said his group "congratulates the winner," but has a practice of not commenting on U.S. elections.

Although the importers were circumspect in their comments on the election, clearly they favor a continuation of the Reagan administration's more relaxed attitudes on trade. Dukakis, in the closing

see BUSH, page 55

Diamond-Star hit could kill sedan

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

NORMAL, Ill. — As Diamond-Star Motors officially opened last week, company officials at the dedication ceremonies said they've informally discussed adding an engine and sub-component assembly plant at the site.

And plans to add four-door sedans at the plant may be shelved if demand outstrips planned production for the two-door sport coupe that will be sold by Mitsubishi as the Eclipse and Chrysler as the Plymouth Laser and Eagle Talon. The Mitsubishi and Plymouth coupes bow in January.

The ceremonies for the $650 million facility set the joint venture on its long way toward building 240,000 vehicles a year.

While Diamond-Star's newly designed Plymouth Lasers and Mitsubishi Eclipses dribble out at a rate of five vehicles an hour, plant managers are speaking confidently of the new relationship. Diamond-Star President Yoichi Nakane noted that expansion plans including the engine and sub-component operations have been casually discussed.

Plans call for the plant to produce 37,000 vehicles for each parent company in the first year from Job 1. Production of Laser and Eclipse will be expanded next spring to include a four-wheel-drive version, and later in the year, both two-wheel-drive and 4wd versions will be sold by Chrysler's Eagle network as the Talon.

The 50-50 partnership will divide production evenly as the volume increases and more models are added to the line.

At the dedication last week, Chrysler Corp. Chairman Lee Iacocca hailed the operation as a new symbol of U.S.-Japanese economic cooperation. Iacocca was joined by Mitsubishi Motors President Toyoo Tate, Japanese ambassador Nobuo Matsunaga and Illinois Gov. James R. Thompson in sounding the recurrent theme of stronger U.S.-Japanese economic and cultural relations.

"We're cutting the ribbon on a whole new era for Chrysler, for Mitsubishi, for this state and maybe even for all America," Iacocca said. "Projects like this one will go a long way toward solving the problems between the United States and Japan."

"This plant is a clear testimony to the new way that international economies are moving," echoed Matsunaga.

While the company has plans to produce Mitsubishi Mirage and Eagle Summit sedans next fall, that production may be shelved if demand for Laser, Eclipse and Talon is higher than expected. Officials say the plant's top priority will be meeting the as-yet-unknown demand for the sport coupe. If necessary, Mirage and Summit production would remain in Japan.

"Flexibility is a key here," said Diamond-Star Chairman G. Glenn Gardner. "That's what we're learning from Mitsubishi. They're a smaller company. They've had to learn to operate effectively with smaller plants and smaller production runs in Japan."

While dignitaries spoke of U.S.-Japanese relations on an international level at the dedication ceremony, Gardner said his more immediate concern is mastering them on the factory level. Gardner and Nakane share in managing the venture, which will employ 2,900 when full production boosts output to 63 cars an hour. The project has introduced new philosophies to both Japanese and American managers.

"People hear me say that we share in the management, and they ask, 'Yeah, but who really manages?' " Gardner said. "Nakane and I learned very quickly that we must manage by consensus. If a decision has to be made, we reach it together."

In practical terms, consensus management means starting every day at the plant with a meeting of Diamond-Star's eight-man board of directors. The board convenes at 7 a.m., thirty minutes before work begins in the plant. All matters are opened for discussion, and all matters are discussed until a consensus is reached, the chairman said.

"It takes forever to make a decision sometimes, but then once we make one, we don't have to make it over three or four times," Gardner said. "We don't go through a lot of changeovers here."

CALIFORNIA: *Court delays insurance rollback; car sales steady — for moment*

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — California new-car dealers don't believe auto insurers' threats to withdraw from the state following approval of a rate-rollback referendum.

But they are concerned about a possible short-term sales slowdown. Collision insurance is required to get a vehicle financed.

"We haven't seen even the slightest indication that anyone isn't buying a new car because he can't get insurance, but it's early," said Jay Gorman, executive vice president of the 900-member Motor Car Dealers Association of Southern California.

Major automakers said their California dealers have not expressed any alarm, though most are tracking developments. Ford Motor Co. surveyed state dealers and checked with Ford Motor Credit Co. to determine if the referendum has had any effect on sales.

Ford initiated the survey after one dealer called, but later discovered he was the only dealer contacted who was concerned with the issue.

The California Supreme Court temporarily blocked enactment of Proposition 103 two days after California voters approved the Ralph Nader-backed measure, which forces a 20-percent cutback in all insurance rates — especially auto coverage.

Six underwriters said they would withdraw from the state, although most of the hundreds of insurers active in the United States' largest insurance market said they would continue business as usual pending outcome of the legal challenges.

"We had a normal sales day Wednesday and there have been no canceled orders today because people can't get insurance," said Doug Fuller, who operates a Ford dealership in Chula Vista. Nor has he heard of any problems — so far — from the 116 dealers who elected

see INSURANCE, page 55

INDEX

Around the world	32-34
Auction dates	43
Classifieds	44-53
Coming events	10
Dealing with dealers	53
Engineering	22-24
Inventories	4
News briefs	8
Obituaries	59
Opinion	12
Personnel	35-38
Production	60
Sales, truck	14
Truck industry	14

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GM skips seat-belt kit for some '78-'88s

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — Although General Motors will offer rear-seat shoulder harnesses on all domestically made 1989 models, it will not offer shoulder belt retrofit kits for certain 1978-88 cars.

GM's decision not to provide retrofit kits for Chevrolet Monte Carlo, Oldsmobile Cutlass, Buick Regal and Pontiac Grand Prix models has drawn fire from the Center for Auto Safety.

The center says the move runs counter to NHTSA's position that a regulation requiring the belts is unnecessary because automakers offer them as an option. NHTSA also says the regulation isn't needed because virtually all carmakers say rear shoulder harnesses will be standard equipment by the early 1990s.

The consumer group criticized the GM service bulletin dated May 20, 1988, announcing the change. "GM safety engineers have concluded that in (the 1978-88 G-bodies and GM-10 cars), a rear-seat lap/shoulder belt combination would not enhance the safety offered to rear-seat occupants by the lap belt alone," the bulletin says.

Studies have shown shoulder harnesses greatly improve safety for rear-seat passengers.

All cars made since 1972 are required to have anchors for rear shoulder belts so consumers have the option of installing the harnesses. But the availability of retrofit kits, which can cost up to $300 installed, is often subject to dealer and factory inventory.

A GM spokeswoman said the decision not to provide the kits "is an engineering question."

In a letter asking NHTSA to investigate the GM decision, Clarence Ditlow, the center's director, quotes a 1987 letter from NHTSA Administrator Diane Steed that said, "General Motors is already offering such kits to the public through its dealers . . . NHTSA has encouraged manufacturers to offer well-designed retrofit kits for those customers who desire them, and we will continue our efforts in that regard."

In response to Ditlow, NHTSA Chief Counsel Erica Jones said, "The fact that retrofit kits are not available for all model lines produced by each manufacturer does not suggest some failure on the part of the vehicle manufacturers or of our policy.

"If a manufacturer makes a good-faith determination that it is not appropriate to make retrofit kits available for certain past models, that determination presumably reflects a thoughtful consideration of the characteristics of those individual models. We have no reason to question General Motors' determination with respect to a few of its past models."

Colonel Sanders out of question

LYNDHURST, N.J. — Want to equip your spanking-new Rolls-Royce or Bentley with picnic trays at the rear of both front seats? The importer will be glad to oblige, but you'd better bring your checkbook.

Picnic trays are among the few options for the ultra-luxury British motorcars. The tab is $3,050. The buyer, presumably, supplies the Moet Chandon and Beluga to grace the trays.

Convertibles can be fitted with "cocktail requisites" — a set of glasses and a tiny flask — for $1,250, and silver-inlaid waist rails for the interior of all models are $4,365. The rails are thin silver lines that follow the contours of the wood.

For that open-air feeling in a sedan, a sunroof is offered for $6,650.

And don't pass up the burglar alarm.

It's a steal at $1,110.

GM10 incentives grow

Offers aimed at T-bird, Cougar owners

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Buick, Pontiac and Oldsmobile have added more consumer incentives to their GM10 cars by offering cash rebates and low interest rates to entice Ford Thunderbird and Mercury Cougar owners.

In addition, Oldsmobile is offering two round-trip airplane tickets in the Central region and a year's supply of gasoline in the Eastern region to all purchasers of 1988 or 1989 Cutlass Supremes.

Meanwhile, Ford sweetened its consumer incentive program by including 1989 Tempo and Topaz models and increasing rebates on compact trucks.

BUICK: This month, Buick is offering a choice of $750 or 7.5 percent GMAC financing for up to 48 months on 1989 Regals to 317,000 Thunderbird and Cougar owners.

Buyers also will receive pre-approved credit of up to $13,500 or 95 percent of the manufacturer's suggested retail price toward the purchase of a 1989 Regal.

In September, Buick mailed about 350,000 incentive pieces to selected Thunderbird and Cougar owners. The mailing offered $100 to test drive a Regal and a $500 rebate on the purchase of a Regal. No dealer financial participation was required. The program ran Sept. 1-30.

Buick now is recontacting the Thunderbird and Cougar owners who did not respond to the September offer and offering them $50 to test drive a Regal. The non-respondents to the September program also will be eligible to receive the $750 rebate or 7.5 percent financing for up to 48 months. Again, there is no dealer financial participation charge. Customers must take delivery by Nov. 30.

The incentives are in addition to to a $750 consumer rebate offered to all buyers of Regals until Dec. 31. Thus, a Thunderbird-Cougar owner who buys a Regal gets a $1,500 rebate.

FORD MOTOR CO.: Ford expanded its consumer rebate program Nov. 9, adding two models to its incentive lineup and increasing incentives on selected compact trucks.

Buyers receive a $400 rebate on all 1989 Tempo and Topaz models, $400 on 1988 Topaz and $300 on 1988 Tempo. The program ends Dec. 5.

Ford increased incentives on 1988 four-wheel-drive Bronco II models to $800, up from $600, and on 1988 two-wheel-drive Bronco II models to $600, up from $400. It also raised the rebate on all 1988 Rangers to $800, an increase from $500. The higher truck rebates run Nov. 9-24.

Ford also is offering regional incentives on selected 1989 vehicles. Consumers in California receive $800 on 1989 Taurus/Sable and 1988 Sable and $600 on 1988 Taurus.

The California rebates run Nov. 9-Jan. 5. A buyer cannot receive both the California payment and the national consumer rebate on Taurus/Sable. That national program offers $500 on 1989 Taurus and Sable, $500 on 1988 Sable and $300 on 1988 Taurus.

Ford also announced that the $3,000 consumer incentive on Merkur XR4Ti will be extended from Nov. 30 to Jan. 5. No dealer financial participation is required.

OLDSMOBILE: Oldsmobile is offering regional incentives on its Cutlass Supreme.

In the division's Central region, purchasers of a 1988 or 1989 Cutlass Supreme from Nov. 9 to Dec. 10 can receive two free round-trip tickets on Delta Airlines to any city in the continental United States served by the airline. Buyers must use their free Delta tickets before July 31, 1989. Some restrictions apply. The tickets are transferrable to friends and family members but reservations must be made through Oldsmobile program headquarters.

The Central region includes all of parts of Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Indiana, Kentucky, Ohio, Virginia, West Virginia, Michigan, New York and Pennsylvania.

In the division's Eastern region, purchasers of a 1988 or 1989 Cutlass Supreme between Nov. 9 and Nov. 30 receive a year's supply of gasoline (up to $652) at Exxon stations. Buyers receive an Exxon credit card with $652 worth of credit after purchasing a Cutlass Supreme at dealership in the region. Oldsmobile said the EPA Buyers Guide cites $652 as the average yearly cost of gasoline for the Cutlass Supreme.

The Eastern region includes all or parts of Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, North Carolina, South Carolina, Virginia, Delaware, New Jersey, Pennsylvania, District of Columbia, Maryland and West Virginia.

Both regional incentive programs can be used in addition to any other rebate on the Cutlass Supreme. The national consumer rebate program on the Cutlass Supreme offers $1,000 on any 1988 model and $500 on any 1989 model.

In each of the regional programs, Oldsmobile dealers are being asked to participate in the advertising cost through their marketing groups. Dealers who are not members of marketing groups are asked to pay a portion of the ad costs in their areas.

Oldsmobile, like Buick, is also recontacting 317,000 Thunderbird and Cougar owners with new incentives through a direct-mail campaign. Consumers who accepted Oldsmobile's September offer of $100 for test drive of a 1988 or 1989 Cutlass Supreme are being offered a $750 rebate or 7.5 percent GMAC financing for up to 48 months to purchase a 1988 or 1989 Cutlass Supreme. The offer runs from Nov. 1 to Nov. 30.

Those who did not take advantage of the September offer on the Cutlass Supreme are being recontacted and will be offered $50 to test drive a 1988 or 1989 model. They will also be offered the $750 rebate or 7.5 percent financing upon purchasing a 1988 or 1989 Cutlass Supreme. There is no dealer financial participation required.

The offer can be used in conjunction with other rebates on the 1988 or 1989 Cutlass Supreme.

PONTIAC: Pontiac is offering $1,000 rebates on 1989 Grand Prix to 410,000 Thunderbird and Cougar owners through a direct-mail program. The program began Oct. 1 and ends Nov. 30.

Coupon recipients can also receive an office-supplies holder when they test drive a 1989 Grand Prix. There is no dealer financial participation charge. Consumers must order the car between Oct. 1 and Nov. 30.

DOMESTIC DAYS' SUPPLIES

	Nov. 1, 1988	Oct. 1, 1988	Nov. 1, 1987
Alliance	—	—	135
Eagle	—	—	95
Premier	111	105	—
Total Eagle	111	93	124
Horizon	73	54	56
Sundance	58	67	76
Turismo	—	—	84
Reliant	37	48	82
Caravelle	69	67	78
Gran Fury	43	34	83
Total Plymouth	52	55	78
LeBaron K	51	42	102
LeBaron J	76	62	107
LeBaron GTS	90	64	227
Fifth Avenue	129	114	76
New Yorker C	67	63	91
New Yorker E	97	214	198
Total Chrysler	79	66	112
Omni	80	59	55
Shadow	52	75	77
Charger	—	—	79
Daytona	77	67	147
Aries	34	57	80
Lancer	110	107	298
Diplomat	56	47	121
Dynasty	50	47	62
Dodge 600	68	94	64
Total Dodge	55	61	94
CHRYSLER MTRS.	62	63	97
Escort	71	60	75
Mustang	71	77	61
Tempo	50	55	68
Taurus	65	84	99
Thunderbird	83	71	75
Probe	43	37	—
Crown Victoria	56	65	49
Total Ford Div.	63	64	75
Lynx/Tracer	131	102	91
Topaz	59	57	75
Sable	78	78	81
Cougar	56	41	92
Grand Marquis	36	40	33
Total Mercury	66	61	70
Continental	41	40	77
Lincoln	50	49	52
Mark VII	84	90	47
Total Lincoln	52	52	52
Total L-M Division	61	58	64
FORD MOTOR CO.	62	62	72
Skyhawk	96	61	112
Somerset/Skylark	93	75	153
Century	72	53	90
Regal	124	83	73
LeSabre	73	65	110
Reatta	140	185	—
Electra	74	51	97
Riviera	59	73	82
Total Buick	86	66	100
Cimarron	63	64	141
Allante	158	92	233
Seville	67	71	61
DeVille	43	40	47
Brougham	71	42	64
Eldorado	84	68	74
Total Cadillac	55	47	59
Chevette	—	—	106
Nova	109	78	147
Cavalier	64	69	84
Camaro	100	109	133
Celebrity	76	67	89
Corsica/Beretta	105	105	138
Monte Carlo	69	70	129
Caprice	74	100	80
Corvette	90	102	85
Total Chevrolet	84	84	105
Firenza	90	71	90
Calais	100	87	91
Cutlass Ciera	48	39	63
Cutlass Supreme	97	70	99
Olds 88	72	75	86
Olds 98	62	49	74
Toronado	76	65	78
Total Oldsmobile	72	59	79
Fiero	72	56	160
Pontiac 1000	—	—	67
Sunbird	38	42	92
Firebird	89	81	101
Grand Am	50	52	48
Pontiac 6000	74	68	87
Grand Prix	94	60	93
Bonneville H	83	74	110
Paris./Safari	67	76	96
Total Pontiac	67	60	79
GENERAL MTRS.	76	67	90
HONDA	16	15	10
MAZDA	46	42	—
NISSAN	73	16	40
TOYOTA	17	9	46
VOLKSWAGEN	—	—	89
DOM. TOTAL	66	60	80
Subcompact	48	37	54
Compact	49	51	67
Intermediate	78	70	95
Standard	63	61	72
Specialty	96	88	121

New-car inventory jumps to 65 days

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Healthy new-car deliveries in October failed to reduce inventories below the month-earlier level, although stocks were lower than last year's Nov. 1 total.

Inventories of U.S.-built cars were the lowest for any Nov. 1 since 1985.

Import-car stocks, however, were the highest for any Nov. 1 in recent history. The import average days' supply almost matched the domestic figure.

November opened with a combined inventory of 2,090,681 U.S.-built and imported cars, representing a 65-day supply. A month earlier there were 6.22 percent fewer cars in stock or a total of 1,968,288 unsold cars. That was equal to a 60-day supply.

Last year, on Nov. 1, there were 2,124,674 domestic and imported cars on hand, equal to a 72-day supply. Last year' car stocks were only 1.60 percent higher than the current total, but the days' supply was higher because last October's sales pace was slower.

In spite of a 12.59 percent sales gain in October 1988, stocks of U.S.-built cars on Nov. 1 were 7.34 percent higher than last month. There were 1,487,638 unsold domestic cars on Nov. 1, equal to a 66-day supply.

A month earlier, the domestic-car stockpile was 1,385,938 units, representing a 60-day supply. A year ago, on Nov. 1, there were 1,558,931 domestic cars in stock, equal to an 80-day supply.

Import-car stocks were elevated on Nov. 1 because October import deliveries fell 11.39 percent below last year's.

On Nov. 1, there were 603,043 unsold imported cars, equal to a 65-day supply. That was up from last month's 11-month low import inventory of 582,350 units, equal to a 59-day supply. A year ago, Nov. 1 import-car stocks totaled 565,743, a 56-day supply.

Several dealers confirmed that domestic inventory numbers were lower and import stocks were more bloated on Nov. 1.

"Import inventories are higher — in the neighborhood of a 150-day supply. Domestic inventories are low. We have about 30 days' worth," said Steve Siomkin, general sales manager for Auburn (Calif.) Nissan-Chrysler-Plymouth-Dodge.

There's an inventory imbalance, agreed Dave Clarke, vice president of sales at Wagner Ford-Nissan-Peugeot, Simsbury, Conn. He said Nissan stocks were at 70 days and Ford Thunderbird and Bronco II changeovers left a 30-day supply for those models.

On Nov. 1, combined car stock shares of the Big 3 automakers (including their captives) and three major Japanese transplants were rearranged slightly.

General Motors' combined share was down 1.78 percentage points from last November. Ford Motor Co.'s stocks were up over 3 points and Chrysler Motors' share was down nearly 3 points. Nissan's share was also down a point.

The combined car inventory shares on Nov. 1 this year were as follows: GM, 41.82 percent; Ford Motor Co., 22.08 percent; Chrysler Motors, 12.66 percent; Nissan, 5.58 percent; Toyota, 2.20 percent; and Honda, 1.66 percent. The other imports had 13.99 percent.

All six domestic carmakers began November with more unsold cars. Ford and Honda sold enough cars in October to maintain the same average days' supplies they had Oct. 1. Chrysler reduced its days-supply number.

GM's domestic stocks grew 9.04 percent to equal a 76-day supply on Nov. 1, up from a 67-day supply a month earlier. However, that was below last Nov. 1, when it had a 90-day supply.

Although Ford's domestic car inventories were up 5.12 percent from Oct. 1, it maintained an average 62-day supply. Last November, Ford had a 72-day supply.

Chryslers' domestic-car stocks edged up 2.58 percent from the previous month. Because of October sales gains, Chrysler's stocks were equal to a 63-day supply of cars vs. a 64-day supply last month. Last year, Chrysler's stocks represented a 112-day supply.

All four transplants reported more unsold U.S.-built cars on Nov. 1 than a year ago. Nissan's U.S.-built car stocks equaled a 73-day supply compared with a 40-day supply last Nov. 1.

Transplant Honda reported the slimmest domestic-car stocks. It had 16 days' worth of unsold domestic cars.

The import car and truck stockpile grew to a 66-day supply, or 746,664 vehicles on Nov. 1. Last month began with 58-days' worth of unsold imported vehicles or 723,482 units. A year ago, the Nov. 1 import vehicle inventory was 743,244 units, a 58-day supply.

Import-truck stocks, considered separately, rose to 143,621, representing a sluggish 70-day-supply this year.

IMPORT DAYS' SUPPLIES

	Nov. 1, 1988	Oct. 1, 1988	Nov. 1, 1987
Chevrolet	165	113	163
Chrysler/Mitsubishi	146	125	129
Acura	34	36	22
Daihatsu	79	72	—
Honda	16	18	10
Isuzu	188	108	112
Mazda	59	48	46
Mitsubishi	123	70	85
Nissan	126	73	108
Subaru	51	75	53
Toyota	19	16	27
JAPAN	57	50	56
Audi	115	142	119
BMW	65	61	30
Mercedes-Benz	38	34	46
Merkur	68	80	93
Porsche	93	82	99
VW	97	103	69
GERMANY	77	80	59
Alfa Romeo	156	147	54
Festiva	144	111	87
Hyundai	67	59	26
Jaguar	30	32	20
Peugeot	95	80	81
Pontiac	83	88	78
Eagle/Renault	224	231	272
Saab	69	57	52
Sterling	89	80	75
Volvo	53	44	72
†Yugo	140	127	58
Other Countries	86	76	53
Total Import Cars	65	59	56
Isuzu	109	96	101
Mazda	72	58	62
Mitsubishi	99	96	64
Nissan*	58	37	83
Range Rover	28	44	24
Suzuki	258	384	45
Toyota	24	20	41
Chrysler	135	113	100
Total Imp. Trucks	70	55	66
Total Imp. Vehicles	66	58	58

*Includes domestic vehicles.
†Estimated.

Judge refers Mack-union row to NLRB

WINNSBORO, S.C. — Mack Trucks and the UAW are continuing to fight over the union's efforts to organize 900 workers at Mack's plant here and over charges of union busting and sabotage at the plant.

On Nov. 4, U.S. District Judge Edward N. Cahn filed a decision in Philadelphia that referred the issue of union representation at Winnsboro to the National Labor Relations Board.

Cahn ruled, "Representation issues are within the primary, if not exclusive, jurisdiction of the (NLRB) board."

Attorneys for both sides predicted that the NLRB procedure would take several years.

Cahn said, however, that if the NLRB delays its decision "beyond a reasonable length of time," he will decide the UAW's claim.

Separately, a Mack official at Winnsboro testified at an NLRB hearing that equipment and trucks had been routinely sabotaged at the plant.

The hearing is being conducted to determine if Mack Trucks violated fair labor laws and was engaged in "union busting" when it fired 14 employees from the plant.

Lanny Aselton, the plant's manager of human resources, testified that trucks have been found with their brake lines cut and the rooms where trucks are painted have been vandalized.

In a recent incident, a chain was jammed into the conveyer belt that moves trucks along the plant's assembly line, he said.

UAW officials who are trying to organize Winnsboro claim the employees were fired for their union activities. Mack contends it fired them because they broke company rules or had discipline problems.

— The Associated Press

LIGHT-DUTY TRUCK SALES

	Oct. 1988	Oct. 1987	10 Mos. 1988	10 Mos. 1987
Vans	16,380	15,825	160,167	156,434
Aerostar	13,120	11,979	155,620	136,589
Club Wagon	2,959	2,578	23,128	22,319
Ranger	20,930	20,066	260,097	260,862
Bronco	4,913	5,146	44,386	41,553
Bronco II	9,287	8,558	105,648	100,905
Pickups	47,856	49,449	475,179	453,169
Ford	**115,447**	**113,601**	**1,224,223**	**1,171,831**
Vans	8,929	12,144	106,283	95,185
Sportsvan	885	1,013	10,815	10,080
Geo Tracker	486	0	500	0
Astro	11,401	13,824	135,827	126,164
S-10	22,397	13,433	211,487	191,878
S-10 Blazer	18,870	9,273	149,051	131,932
El Camino	0	1,163	420	12,759
Blazer	2,574	3,476	22,258	25,479
Suburban	6,072	5,932	54,828	47,805
Pickups	43,252	33,640	428,818	347,545
Chevrolet	**114,866**	**93,898**	**1,120,287**	**988,827**
Vans	5,194	3,850	50,010	56,297
Ram Wagon	2,152	2,061	21,884	25,656
Voyager	13,849	13,179	162,995	115,409
Caravan	16,575	15,008	177,550	123,952
Mini Ram Van	1,265	1,057	16,894	11,318
Ram 50	3,124	4,648	47,402	58,177
Raider	1,084	1,670	6,187	16,930
Ramcharger	1,474	1,722	15,955	19,915
Dakota	8,624	5,663	79,782	86,016
Pickups	5,568	7,616	69,829	80,661
Chrysler	**59,909**	**56,474**	**648,888**	**594,361**
Vans	3,305	3,499	39,539	31,902
Safari	2,472	3,008	28,886	26,871
S-15	4,577	2,617	44,504	41,796
S-15 Jimmy	4,443	2,654	36,156	31,440
Jimmy	664	915	6,211	6,881
Caballero	0	112	60	1,552
Suburban	1,799	1,707	18,778	15,572
Pickups	11,100	8,615	118,408	94,759
P Model	248	510	3,618	4,563
W-4	119	112	1,276	1,254
GMC	**28,727**	**23,749**	**297,439**	**296,590**
Wrangler/CJ	3,713	2,631	34,800	24,419
Wagoneer	876	947	7,393	10,372
Cherokee	13,581	9,650	121,606	88,410
Grand Wagoneer	1,350	1,343	11,781	11,074
Comanche	2,915	2,614	33,313	31,849
J-10/J-20	0	103	221	1,197
Jeep	**22,435**	**17,297**	**209,114**	**187,321**
Toyota	18,160	22,211	210,043	280,229
Nissan	11,332	17,984	142,980	185,113
Mazda	6,122	7,591	81,136	108,292
Isuzu	8,311	7,055	73,480	76,581
Mitsubishi	3,411	4,751	36,877	43,205
Suzuki	1,493	5,916	52,010	71,175
Subaru	0	45	10	1,251
Range Rover	287	329	2,814	1,878
Imports	**49,116**	**68,886**	**599,388**	**747,724**
Industry Total	**387,500**	**378,904**	**4,098,500**	**3,926,644**

Compiled by Karen Dabkowski

Light trucks notch record for October

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Domestic light-truck sales started the 1989 model year off with a 4.47 percent increase and a new October record, maintaining their steady, year-long string of records.

A significant, though perhaps short-lived, phenomenon last month was that Chevrolet ran just about neck-and-neck with Ford. Only 581 sales separated the two light-truck manufacturers, whereas Ford had more than a 19,000-unit lead in October last year.

Part of the closeness may have been due to greater inventory shortages at Ford, which allowed Chevrolet to close in so sharply on its major competitor. But in a general sense, Chevrolet has been narrowing the gap for most of the year.

There was a reprise of another familiar story as foreign-based light-truck manufacturers continued to slip in October.

Their sales dropped 25.45 percent from the year-earlier month, and their market share continued to plummet as well. The foreign-based segment captured 12.68 percent of October light-truck sales, a loss of more than 5 percentage points from their 17.76 percent share a year ago.

For 10 months of the calendar year, they have maintained a 14.62 percent share of U.S. light-truck sales, down from 19.04 percent last year.

October saw sharp gains by almost all manufacturers except Plymouth and Dodge, which just barely edged ahead of their year-earlier numbers.

Overall, light-truck manufacturers retailed 387,500 trucks in October compared to 370,904 in 1987.

Automotive News' tally excludes the Class 4 medium Super Duty truck model, which Ford has been reporting as part of its light-truck sales total, but which really doesn't belong in that category.

For 10 months, industry sales of 4,098,500 light trucks were up 4.38 percent from 3,926,644 in like 1987.

Jeep, as it has throughout the year, led the industry's sales gains. Its October sales of 22,435 units were up 29.70 percent from a year earlier.

Behind Jeep, Chevrolet and GMC turned in almost equally impressive sales gains, totaling 22.33 percent and 20.96 percent, respectively.

Chevrolet's sales of 114,866 light trucks in October were up from 93,898 a year ago. GMC's 28,727 sales were up from 23,749 in 1987.

Industry leader Ford, which has been producing at maximum capacity, recorded 115,447 sales last month, excluding its medium-duty Class 4 models, up 1.62 percent from 113,601 a year earlier.

Among the imports, only Isuzu showed a gain in October, on sales of 8,311 trucks that were up 17.80 percent from a year earlier.

Nissan had one of the biggest declines with sales of 11,332, off 36.98 percent from last year. The Nissan totals include U.S.-built and imported trucks.

Import leader Toyota also had a fairly sizable decline with sales of 18,160, off 18.24 percent from 1987.

For 10 months, Ford's sales of 1,224,223 light trucks were up 4.47 percent from last year; Chevrolet's sales of 1,120,287 were up 13.29 percent; Chrysler's sales of 648,088 were up 9.04 percent; GMC's sales of 297,438 were up 15.92 percent; and Jeep's sales of 209,114 were up 24.98 percent.

Among foreign-based manufacturers, only Range Rover maintained a lead over last year for the first 10 months, although its sales, too, were off in October.

Kelpie buys Mexico plant to make novel pickup for U.S.

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

TORRANCE, Calif. — Australian-based Kelpie Industries purchased a 360,000-square-foot auto plant in Monterrey, Mexico, as part of its plan to enter the U.S. light-duty utility-vehicle market in the 1990 model year.

Kelpie is tooling up to begin Mexican production in the third quarter of 1989 on a restyled, plastic-bodied version of the "kneeling" pickup first shown in prototype form last fall, said Bob Honan, president and chief executive officer of Kelpie Industries U.S.A.

The Kelpie Kargo still will be based on Chrysler running gear and other components of the Dodge Dakota pickup, but it has new stepside styling and mostly sheet molded compound body panels that will give it a distinct Kelpie look, Honan said.

The heart of the exercise is still a drop-bed and tailgate design that eliminates the rear axle and allows the entire truck bed to be lowered to ground level for easier loading and unloading.

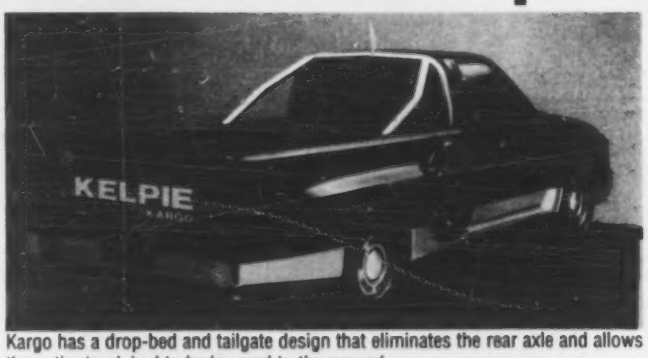
That was the idea that originally made Kelpie Industries Ltd. of Matraville, New South Wales, a successful Australian stock offering.

It also fueled the interest of Socofi SA, a Swiss banking house, which recently acquired 49 percent of Kelpie Industries' stock in exchange for $40 million in new capital. That is paying for the Monterrey plant, design revisions and tooling and preliminary engineering work on a variety of other projects, including drop-bed trailers and walk-in vans.

Kelpie is planning to produce 20,000 Kelpie Kargo pickups for the U.S. market in its first 12 months. The plant has a single-shift capacity of 30,000 units annually, but could manufacture up to 80,000 annually on a two-shift basis if demand is great enough, Honan said.

So far, 52 dealers have signed franchise agreements or set up lines of credit, Honan said. Kelpie is seeking an eventual network of 250 U.S. dealers, he said.

Because the 2.5-liter four-cylinder engine, front-drive transmission and other components are Chrysler-produced, most Kelpie franchisees will be Dodge or Chrysler dealers. "It's running about 90 percent Chrysler-affiliated so far," Honan said.



Kargo has a drop-bed and tailgate design that eliminates the rear axle and allows the entire truck bed to be lowered to the ground

To drum up dealer interest in the Sun Belt and to test consumer reaction to the vehicle, Kelpie conducted a three-week, 28-city tour from California to Florida to display the original prototype and a scale model of the revised design.

Kelpie's marketing plans are to concentrate initially on commercial customers. Chairman Robert Page originally developed the Kelpie for use in his shopping-cart-retrieval business after he got tired of lifting carts into a pickup.

Kelpie executives believe commercial truck users, who think of vehicles as tools, will be the easiest sell for a pickup that retails for $15,000-$17,800, depending on options.

"But our market research shows that there could be a significant demand for the Kelpie Kargo as a personal-use vehicle," Honan said. The 11-inch ground clearance and the ability of the truck to drop to ground level so motorcycles and all-terrain vehicles can be rolled into the bed would be appealing to outdoors types, he said.

Current specifications for the Kelpie Kargo call for a 124-inch wheelbase, 211 inches in overall length and 80 inches in width.

The cargo box is 96 inches long, 51 inches wide and 32 inches deep with 90 cubic feet of capacity and a payload of 1,800 pounds. The GVW rating is 5,200 pounds.

The powertrain, a 2.5-liter four-cylinder engine and three-speed automatic front-drive transaxle, is from Chrysler's minivan.

Because the rear axle is eliminated to allow the bed to drop to the ground, the Kelpie Kargo must have a rigid bar across the back to keep the rear wheels from warping when the bed is lowered or raised. The box is locked into place to provide structural rigidity when the vehicle is moving.

The original design was a roll-bar-like arrangement above the rear wheels. The latest design moves that forward to just behind the cab, with bars running diagonally from the corners of the roll bar through the sides of the bed to anchor at the top of the rear-wheel suspension.

Kelpie has contracted for necessary U.S. government certification testing, which will be conducted starting in February at the Transportation Research Center near Marysville, Ohio, said Bud Koch, Kelpie vice president — research and product development.

IMPORT SALES BY MODEL

	Oct. 1988	Oct. 1987	10 Mos. 1988	10 Mos. 1987
ACURA	10,101	10,024	108,333	90,291
Integra	3,933	4,133	49,736	46,664
Legend	6,168	5,891	58,597	43,627
ALFA ROMEO	222	492	3,885	5,516
Milano	119	322	1,950	2,434
Spider	103	170	1,935	3,082
AUDI	1,947	1,944	20,282	37,183
4000S	1	127	210	8,889
4000CS Quattro	1	109	76	2,792
5000S	132	1,007	5,220	17,519
5000CS Turbo	32	170	885	3,294
5000CS Turbo Quattro	26	235	1,002	2,819
80	450	58	5,097	58
90	591	63	5,353	63
100/200	524	0	1,611	0
100/200 Quattro	182	0	558	0
Coupe GT	8	175	270	1,749
BMW	6,262	7,403	59,548	74,804
318i	0	1	9	16
524 TD	0	0	3	28
325	2,785	4,551	30,482	49,538
528e	917	806	9,186	8,062
535i/535iS	978	526	4,887	5,723
6-Series	141	140	1,612	1,737
7-Series	1,210	1,113	11,013	8,105
M3	102	175	1,453	745
M5	79	47	404	320
M6	50	44	499	530
CHEVROLET	6,852	10,327	101,316	113,964
Spectrum	3,209	4,966	60,359	65,209
Sprint	3,643	5,361	40,957	48,755
CHRYSLER MOTORS	10,191	9,684	110,043	116,786
Colt	5,292	5,831	69,705	69,138
Conquest	691	767	8,863	10,375
Medallion	1,571	1,260	12,731	10,753
Summit	704	0	1,979	0
Vista	1,533	1,826	16,765	26,520
DAIHATSU	1,017	0	9,583	0
FORD Festiva	4,799	3,400	58,265	19,814
HONDA	23,972	33,453	211,893	244,381
Civic/CRX	5,096	13,857	84,856	105,293
Accord	13,032	10,271	84,057	83,177
Prelude	5,844	9,325	42,980	55,911
HYUNDAI	16,232	20,714	225,198	226,191
ISUZU	1,539	2,472	21,399	33,075
I-Mark	1,257	1,767	14,655	27,017
Impulse	282	705	6,744	6,058
JAGUAR	1,849	1,970	16,762	18,310
XJ6	1,440	1,507	12,716	13,747
XJS	409	463	4,046	4,563
MASERATI	42	75	691	769
MAZDA	16,405	20,368	190,928	169,133
323	6,967	7,602	78,364	62,700
626	5,124	5,264	57,298	64,546
MX-6	13	2,866	7,527	6,083
929	1,849	1,744	22,473	2,454
RX-7	1,455	2,892	24,155	33,350
MPV	997	0	1,111	0
MERCEDES BENZ	6,671	7,609	70,576	75,408
190	701	1,286	14,530	15,194
260E	405	672	5,572	5,081
300	1,876	1,961	17,949	19,735
300 SE	596	0	3,914	0
300SDL Turbo	1	396	90	5,732
300SEL	210	23	4,217	23
420SEL	712	1,633	7,136	12,682
560SEL	580	495	4,594	4,993
560SL	1,168	930	10,165	9,682
560SEC	158	144	1,314	1,421
Tourist	264	69	1,095	865
MERKUR	1,928	1,015	13,700	12,820
XR4Ti	858	595	4,914	8,167
Scorpio	1,070	420	8,786	4,653
MITSUBISHI	4,827	5,193	60,000	58,086
Starion	124	309	2,816	4,583
Cordia	229	496	5,349	3,572
Tredia	4	304	470	4,566
Mirage	790	924	10,541	12,490
Galant	1,865	940	17,228	9,296
Precis	1,405	1,767	17,838	17,814
Van/Wagon	410	453	5,758	5,765
NISSAN	20,803	33,094	295,818	348,483
Sentra	5,832	10,438	115,260	94,800
Pulsar	1,752	4,290	40,083	55,388
Stanza	3,377	5,411	40,508	57,284
Maxima	3,929	8,253	56,649	80,803
200SX	3,224	1,818	21,752	27,467
300ZX	1,300	2,032	17,340	29,406
Hawaii	1,389	852	4,226	3,335
PEUGEOT	574	615	5,668	7,595
PONTIAC LeMans	6,039	3,042	52,094	29,990
PORSCHE	1,033	1,480	13,494	20,793
924S	54	201	2,108	2,752
944	293	355	3,157	5,628
944S	50	62	422	1,789
944 Turbo	136	237	1,540	2,272
911 Coupe	216	277	2,626	3,533
911 Turbo	73	110	918	1,310
911 Cabriolet	101	107	1,556	1,889
928S	110	131	1,167	1,620
SAAB	2,843	3,902	32,702	39,037
900	485	927	5,632	8,564
900S	686	1,181	8,711	12,701
900 Turbo	684	829	7,938	7,691
9000S	328	326	3,031	3,138
9000 Turbo	643	609	6,662	6,240
Tourist	17	30	708	703
STERLING	600	1,433	8,092	12,215
SUBARU	15,194	17,728	131,614	147,097
Hatchback	329	941	4,671	6,732
3-Door	1,034	1,470	7,880	12,146
4-Door Sedan	4,031	3,426	27,973	34,690
XT	1,218	1,142	12,408	15,763
Station Wagon	6,672	9,215	56,513	68,177
Justy	1,910	1,534	22,169	9,589
SUZUKI	16	0	16	0
TOYOTA	57,797	55,361	505,625	459,876
Corolla	16,169	13,502	128,997	86,829
Tercel	11,318	9,894	82,121	80,520
Celica	5,096	6,064	56,034	66,978
Supra	1,486	2,470	16,568	25,372
Camry	19,580	18,111	176,690	146,652
Cressida	1,298	1,748	10,162	16,781
Land Cruiser	314	506	5,284	3,593
Van	399	770	4,525	11,380
4 Runner SR5	1,489	299	17,960	1,547
MR2	648	1,137	7,284	13,763
Hawaii	0	860	0	4,461
*VOLKSWAGEN	12,637	10,765	124,637	109,750
Cabriolet	463	780	11,799	12,514
Jetta	3,436	3,036	44,436	44,400
Golf/GTI	1,627	0	7,717	0
Vanagon	299	1,053	4,602	9,374
Quantum	230	800	2,638	6,184
Scirocco	314	652	3,241	6,392
Fox	6,268	4,444	50,204	30,886
VOLVO	8,080	6,438	84,759	96,036
240 Series	3,722	2,616	35,879	45,010
740 Series	3,631	2,498	36,100	37,119
760 Series	604	1,236	10,619	12,173
780	91	64	1,550	394
Tourist	32	24	611	1,340
YUGO	2,006	3,606	28,012	42,768
IMPORT TOTAL	242,478	273,607	2,564,933	2,610,171

*Volkswagen has reported sales of U.S.-built Golf and GTI models as imports after June 30, 1988.

Compiled by Karen Detkowski

Calif. bans 'free' offers by dealers

LOS ANGELES — A new law will prohibit California new-car dealers from advertising free merchandise, gifts or services contingent on the purchase of a vehicle. The law goes into effect Jan. 1.

The law also says that the term "free" will include merchandise or services offered for sale at a price less than the seller's cost.

For example, according to an analysis by the Motor Car Dealers Association of Southern California, it will be unlawful for a dealer to advertise that a customer will receive a free television or mink coat with the purchase of a vehicle or that the customer may purchase such items for $1 with the purchase of a vehicle.

However, that section does not prohibit a dealer from advertising free merchandise, such as factory-sponsored "free options," that are provided by a source other than the dealer.

Other highlights of the law prohibit a dealer from:

- Using the term "rebate" or similar words such as "cash back" in advertising unless the rebate is expressed in a specific dollar amount and is in fact a rebate offered by the maker or distributor.
- Advertising a guaranteed trade-in allowance unless the guarantee is provided by the maker or distributor.
- Advertising a vehicle at a specified amount above, below or at the maker's or distributor's invoice price to the dealer, unless the advertisement states, "The invoice amount may exceed the actual dealer cost because of allowances provided by the manufacturer or distributor."
- Advertising any underselling claim, such as "we have the lowest prices," unless the dealer has conducted a recent survey showing that the dealer sells vehicles at lower prices than any other dealer in its trade area and maintains records to back the claim.
- Advertising any incentive offered by the maker or distributor if the dealer is required to contribute to the cost as a condition of participating, unless the dealer discloses that "Dealer participation may affect consumer cost."

John B.T. Campbell III, president of Campbell Automotive Group Inc., a chain of eight dealerships in Orange County, Calif., said he was in favor of the law.

"There has been, is and continues to be a certain amount of deceptive and misleading advertising done by automobile dealers in California," Campbell said. "I am in favor of this law because it affects those who are doing the misleading advertising and, if they continue, there will be a penalty.

"Customers are smart enough to know that if you buy a car and get a free television, it is not really free," he said. "It is built into the cost of the car someway."

Mike Miller, who owns Toyota and Chevrolet dealerships in Culver City, Calif., said "I think it is about time. We don't advertise that way. It is wrong, and I agree with cleaning it up."

Bud Barish of Barish Chrysler Plymouth, Los Angeles, also endorsed the law. "I get upset whenever I see something that says it's free and you know it is included in the price of the car," he said. "It's a gimmick and the fewer gimmicks we have in the automobile business, the better."

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AROUND THE WORLD

European car sales strong; VW closes in on Fiat for lead

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Despite predictions of a decline in 1988, European new-car sales rose 5.3 percent during the first three quarters and remain on target for another record year.

Meanwhile, Volkswagen A.G. is narrowing the gap between itself and sales leader Fiat, according to industry estimates compiled by Automotive News.

In line with the nine-month trend, September sales in 17 Western European countries rose 5.2 percent to 988,200. Nine-month sales totaled 9,999,100 cars, which was ahead of the 1987 pace that resulted in a record 12.4 million sales for the year. Automakers and industry analysts generally had forecast a drop of about 5 percent this year, but most major markets have remained buoyant.

Fiat, including Lancia and Alfa Romeo, led the European rankings through the first nine months. But VW, with Audi and Seat, appears on the verge of regaining first place and finishing No. 1 in Europe for the fourth straight year.

Fiat sales totaled 1,466,200 through September, a 6.7 percent increase over 1987. Alfa Romeo, which came under Fiat ownership last year, was up 14.3 percent for the year to 166,000 units and has boosted its share of the European market from 1.5 to 1.7 percent with introduction of its new 164 sedan.

The combined Fiat group share was 14.7 percent, while VW, which outsold Fiat by more than 20,000 units in September, held 14.5 percent on nine-month sales of 1,454,500 cars. VW sales were up 3 percent over 1987.

Peugeot S.A., including the Peugeot and Citroen brands, had a firm grip on third place through the first three quarters. The French group posted sales of 1,263,000, an increase of 14.1 percent and a 12.6 percent share. Most of the gain is attributable to the Automobiles Peugeot Division, which boosted sales 18 percent to 792,800 units. From a percentage standpoint, that was tops among volume makers in Europe and was second only to BMW overall.

Fourth-place Ford was hurt by a strike in the United Kingdom earlier this year while capacity was already limited. Ford held 11.6 percent of the market through September on sales of 1,161,400, an increase of just under one percent.

General Motors has been picking up steam in recent months as supplies of the Corsa small car improve with the addition of a third shift at its Zaragoza, Spain, plant. Fifth-place GM was up 4.3 percent for the year to 1,065,400 units, a 10.7 percent market share.

In September alone, GM sales improved 11.3 percent, an increase second only to Peugeot's 11.9 percent gain among the six volume manufacturers.

Renault sold 992,200 cars through September, an improvement of 1.8 percent and good for 9.9 percent of the market.

Helped by strong sales in Britain, Austin Rover moved past Mercedes-Benz into the No. 7 position in Europe. Rover sales improved 9.9 percent to 367,300 units and a nine-month share of 3.7 percent share. Mercedes held 3.5 percent with sales of 345,000, a gain of 1.8 percent for the year.

BMW has made a strong gain in 1988 with the introduction of its new 5 series. Sales for the German maker totaled 275,900 during the first nine months, a pickup of 23.4 percent. BMW sales jumped 86.4 percent to 33,100 units in September, registering big gains in all major markets.

Japanese manufacturers, who raised ire in Europe during 1986 and 1987 by increasing their market share, have kept pace with the overall market in 1988. Combined sales increased 4.7 percent to 1,136,000 through September and the Japanese share of 11.4 percent was unchanged over 12 months.

Nissan remained tops among the Japanese in Europe with nine-month sales of 301,200, an increase of 6.3 percent and a 3 percent share.

West Germany is Europe's largest market, but remains 2.1 percent behind last year's record pace, which resulted in 2.9 million sales for the full year. Sales totaled 2,138,900 through the first three quarters. In September, West German sales increased 1.8 percent.

All of Europe's other major national markets will apparently set records this year. The United Kingdom, Italy and France should all exceed 2 million units, and Spain will almost certainly go over one million for the first time.

EUROPEAN SALES

Manufacturer	9 months 1988	1988 share*	9 months 1987	Volume Change '88 vs '87
Fiat Group*	1,466,200	14.7	1,374,200	+ 6.7
VW-Audi-Seat	1,454,500	14.5	1,412,800	+ 3.0
PSA**	1,263,100	12.6	1,106,800	+14.1
Ford	1,161,400	11.6	1,151,100	+ 0.9
General Motors***	1,065,400	10.7	1,021,200	+ 4.3
Renault	992,900	9.9	974,900	+ 1.8
Austin Rover	367,300	3.7	334,100	+ 9.9
Mercedes-Benz	345,000	3.5	338,900	+ 1.8
Nissan	301,200	3.0	283,200	+ 6.3
BMW	275,900	2.8	223,700	+23.4
Toyota	273,800	2.7	268,200	+ 2.1
Volvo	204,400	2.0	203,000	+ 0.7
Mazda	195,900	2.0	178,700	+ 9.6
Mitsubishi	118,900	1.2	118,800	+ 0.1
Honda	111,800	1.1	102,700	+ 8.8
Others	401,400	4.0	399,400	+ 4.2
Total	9,999,100	100.0	9,491,700	+ 5.3

* Includes Alfa Romeo
** Peugeot, Citroen, Talbot
*** Opel, Vauxhall, Isuzu, GM-U.S./Canada

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	Jan.-Sept. 1988	Change on 1987
West Germany	2,138,900	- 2.1
United Kingdom	1,826,800	+11.6
Italy	1,661,000	+ 7.4
France	1,564,000	+ 6.6
Spain	804,100	+17.5
Netherlands	409,800	-12.7
Belgium-Luxembourg	375,500	+ 6.4
Switzerland	252,100	+ 6.9
Sweden	251,200	+12.9
Austria	202,000	- 0.7
Portugal	150,700	+64.2
Finland	138,300	+18.1
Denmark	73,000	-26.2
Norway	54,900	-38.6
Ireland	53,700	+13.4
Greece	43,100	+ 6.9
Total	9,999,100	+ 5.3

The United Kingdom rose 7.7 percent in September and 11.6 percent for the first nine months to 1,826,800. Italian sales totaled 1,661,000 through September, a 7.4 percent jump over the same period last year. September sales rose 4 percent in Italy.

New-car sales in France improved 6.6 percent for the year to 1,564,000 and rose 13.2 percent in September alone. The Spanish market is still booming, with sales up 31.5 percent in September and ahead 17.5 percent to 804,100 for nine months.

Strikes settled; Korean makers face big backlog of home orders

By Oles Gadacz
STAFF CORRESPONDENT

SEOUL, South Korea — Korean companies are faced with a huge backlog of orders in the home market as a result of strikes earlier this summer.

Hyundai Motor Co., Kia Motors Corp. and Daewoo Motor Co. have orders for nearly 90,000 vehicles, the equivalent of two full months of domestic sales.

Growth in the domestic demand for new vehicles has been outstripping supply, a situation made worse by the industry's insistence upon meeting export commitments first.

Production was restricted in September and October because of several major holidays. Furthermore, plants had to slow production of some models because of a shortage of auto glass that resulted from a strike at Hankook Safety Glass. That strike has been settled.

The order backlog will begin to shrink this month, analysts say, and domestic supply could return to normal by early 1989.

Kia Motors' backlog includes 4,200 passenger cars and 24,400 commercial vehicles. Daewoo Motor has orders for 8,600 cars, 2,000 trucks and 1,400 buses. It can turn out about 15,000 cars, 300 trucks and 500 buses per month.

As of mid-October, Hyundai Motor had a backlog of 30,700 passenger cars and 17,000 commercial vehicles. It will take months to fill some orders since the company can produce only 450 trucks, 500 buses and 330 special vehicles a month.

Meanwhile, about 45,500 vehicles were registered in Korea during September, about 2,000 fewer than in July and August.

Sales in the domestic market totaled 360,000 vehicles in the first nine months of this year, an increase of 24.1 percent over the same period last year.

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Fort Worth Auto Auction (div. of GECAA), 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: George Horton, 817-626-5494.

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Austin Auto Auction, 740 Bastrop Hwy., Austin TX 78741. Sale every Wed. 7 pm. Lease/fleet accts., bank repos welcome. New & growing fast. Tom Swanson 512-385-2277.

AUCTION DATES

Ford Motor Co.

Nov. 15 — South Seattle Auto Auction, Kent, Wash.

Nov. 16 — Northway Exchange Auto Auction, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Southern California Auto Auction, Fontana, Calif.; and Omaha Auto Auction, Omaha, Neb.

General Motors

Nov. 15 — A.D.E. of Birmingham, Moody, Ala.; National Auto Dealer Exchange, Bordentown, N.J.; and Florida Auto Auction of Orlando, Ocoee, Fla.

Nov. 16 — Baltimore-Washington Auto Exchange, Baltimore; Indianapolis Auto Auction, Indianapolis; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Used Car Sales
Auction Averages

November 88	$5,878
Month ago	$5,810
Year ago	$5,975

Model Breakdown
Auction Averages

	NOV. 1988	OCT. 1988	SEPT. 1988
1988 ...	$9,528	$9,863	$9,772
1987 ...	$7,308	$7,759	$7,554
1986 ...	$6,723	$6,495	$6,816
1985 ...	$5,233	$5,698	$5,593
1984 ...	$4,049	$4,206	$4,177
1983 ...	$3,026	$3,258	$3,556
1982 ...	$2,188	$2,633	$2,535
1981 ...	$1,773	$1,882	$1,743
Overall Average	$5,878	$5,748	$5,757

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PRODUCTION

Car output climbs 5% to 165,790

By Kathy Boyer
AUTOMOTIVE NEWS STAFF REPORTER

U.S. automakers scheduled production of 165,790 cars last week, 5.36 percent more than the previous week's 157,360 and 7.85 percent more than the year-ago week's 153,721.

So far this year, 6,185,021 cars have been assembled, 1.43 percent below the 6,274,893 completed last year at this point.

Last week's targeted output was split this way: General Motors, 52.80 percent; Ford Motor Co., 23.14 percent; Chrysler Motors, 14.48 percent; Honda of America Manufacturing Inc., 4.52 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 2.92 percent; Nissan Motor Manufacturing Co. U.S.A., 1.24 percent; and New United Motor Manufacturing Inc., 0.90 percent.

Truck output was estimated at 89,524 units last week, 1.91 percent more than the prior week's 87,848 and 4.44 percent more than the year-ago week's 85,722.

Year-to-date, 3,610,849 trucks have been built, 7.34 percent above last year's 3,363,849.

GM said it will increase its capacity to build Cadillac Fleetwood models at its Orion Township, Mich., assembly plant in January.

Fleetwood coupe and sedan production will be increased from 40 cars per day to 100 cars per day due to an increase in market demand. However, GM may cut output of the DeVille by as much as 60 cars per day, a spokesman said.

GM slated overtime last Saturday at 10 plants: Janesville, Wis.; Lansing, Mich.; Lordstown, Ohio; Van Nuys, Calif.; Oklahoma City; Wilmington, Del.; Tarrytown, N.Y.; Baltimore; Fort Wayne, Ind.; and Shreveport, La.

Ford scheduled Saturday overtime at its Norfolk, Va., and Lorain, Ohio, plants.

All Ford car and truck plants are slated for daily overtime this week.

GM plant down; Canada slips

Targeted production of cars in Canada last week dipped from the prior week's build as General Motors halted output at one of its plants for model changeover.

Scheduled production of 17,527 cars fell 16.02 percent from the previous week's 20,870 and also dropped 23.55 percent from the year-ago week's 22,925.

So far this year, 921,627 cars have been assembled, 35.12 percent more than the 682,070 completed last year at this point.

Truckmakers estimated production at 20,041 units last week, 4.80 percent below the prior week's 21,051 but 15.66 percent more than the year-ago week's 17,327.

Year-to-date, 808,792 trucks have been built, 13.09 percent more than the 715,147 assembled last year at this time.

GM halted Regal output at its Oshawa (No. 2), Ontario, plant last week to prepare for production of the Chevrolet Lumina, which is scheduled to be introduced in the spring. The plant will build both Regal and Lumina when it returns to work Jan. 3.

U.S. CAR	Week Ended Nov. 12, 1988	Week Ended Nov. 14, 1987	Week Ended Nov. 5, 1988	Nov. to Date	Jan. 1 to Nov. 12, 1988	Jan. 1 to Nov. 14, 1987
Alliance	0	0	0	0	0	15,904
Total Eagle	0	0	0	0	0	15,994
Horizon	1,600	760	1,361	4,180	70,511	39,670
Sundance	2,000	1,760	1,950	5,726	90,143	79,714
Reliant	2,100	3,455	1,910	5,866	79,711	115,536
Acclaim	700	0	636	1,582	1,818	0
Caravelle	0	517	0	0	9,265	39,067
Gran Fury	300	159	336	831	16,505	6,159
Total Plymouth	6,700	6,651	6,203	18,207	269,953	280,148
LeBaron K	0	984	0	0	7,912	58,454
LeBaron J	2,600	0	2,383	7,090	73,822	102,201
LeBaron GTS	100	416	72	281	6,106	34,473
N. Yorker E-Class	0	0	0	0	0	57,102
N. Yorker C-Class	2,200	1,693	2,241	6,401	92,473	10,885
Fifth Avenue	800	1,097	794	2,360	28,645	57,507
Total Chrysler	5,700	4,190	5,490	16,112	210,958	320,622
Omni	1,600	700	1,447	4,311	69,423	34,323
Daytona	1,600	0	1,508	4,573	67,944	55,781
Shadow	2,000	2,023	1,819	5,526	86,974	83,462
Aries	2,400	3,948	2,320	6,804	78,809	108,171
Dodge 600	0	735	0	0	8,549	35,981
Dynasty	2,800	453	2,753	7,917	96,181	2,360
Lancer	100	270	257	585	7,978	21,410
Spirit	700	0	590	1,418	1,515	0
Diplomat	400	276	428	1,100	17,111	12,917
Total Dodge	11,600	8,403	11,173	32,043	436,484	354,435
CHRYSLER MOTORS	24,000	19,244	22,868	66,383	917,395	971,199
Escort	9,518	9,463	11,056	28,198	361,182	342,213
Mustang	3,915	4,507	4,138	11,101	176,918	188,614
Tempo	3,637	3,801	3,490	10,222	161,744	122,818
Taurus	8,448	8,840	8,194	22,824	346,575	361,243
Thunderbird	1,919	2,982	1,334	4,094	96,266	139,105
Total Ford Div.	27,437	29,593	28,212	76,439	1,142,785	1,153,993
Lynx	0	0	0	0	0	21,352
Topaz	1,313	1,319	1,505	4,163	62,075	40,189
Cougar	1,940	2,996	1,330	4,089	75,874	123,711
Sable	3,071	2,777	2,795	8,048	118,283	107,850
Total Mercury	6,324	7,092	5,630	16,300	256,032	293,337
Continental	1,535	410	1,546	4,313	46,075	10,560
Mark VII	798	820	776	2,159	25,128	25,098
Lincoln	2,303	3,099	2,318	6,471	109,241	124,721
Total Lincoln	4,606	4,129	4,640	12,943	179,444	160,379
Total L-M Division	10,930	11,221	10,270	29,243	435,476	453,716
FORD MOTOR CO.	38,367	40,814	38,482	105,682	1,578,261	1,607,709
Skyhawk	1,147	1,078	963	2,702	23,400	30,726
Skylark/Somerset	1,785	1,434	1,352	4,371	45,498	58,345
Century	5,087	3,323	4,325	13,235	123,386	140,687
Regal (rwd)	0	735	0	0	0	37,998
Riviera	661	359	653	1,825	9,831	11,769
Electra	2,510	3,427	2,224	6,951	77,589	83,402
LeSabre (fwd)	2,920	2,380	2,340	7,600	118,524	128,820
LeSabre (rwd)	220	430	229	603	8,697	8,439
Reatta	263	0	207	654	8,722	0
Total Buick	14,593	13,166	12,284	40,942	415,667	500,187
Cimmaron	0	78	0	0	3,693	9,906
Eldorado	778	841	758	2,151	31,077	17,886
Seville	580	611	587	1,639	20,261	16,371
Brougham (rwd)	887	1,987	916	2,541	30,845	66,129
Deville (fwd)	4,778	3,372	3,712	12,058	137,832	123,739
Allante	75	50	60	195	1,819	4,020
Total Cadillac	7,108	6,739	6,033	18,584	225,327	238,141
Cavalier	7,800	7,186	6,612	18,519	314,203	275,929
Camaro	3,450	2,465	2,704	8,288	86,029	107,866
Celebrity	5,724	6,055	5,439	14,392	164,564	264,849
Corsica/Beretta	9,816	8,767	10,096	28,322	380,557	302,638
Monte Carlo	0	1,946	0	0	0	65,564
Caprice	4,040	5,724	4,041	11,412	182,842	168,903
Corvette	500	650	527	1,459	20,046	24,913
Total Chevrolet	31,330	32,793	29,419	82,391	1,148,241	1,210,862
Calais	3,015	3,138	2,307	7,883	101,903	103,921
Firenza	0	500	0	0	5,230	12,685
Cutlass Ciera	1,670	775	1,647	4,543	29,451	107,276
Cutlass Supreme	3,253	1,542	3,619	9,758	126,441	67,540
Toronado	331	397	320	907	13,474	13,963
88 (fwd)	3,340	3,811	3,223	9,270	138,322	158,703
88 (rwd)	195	482	161	495	9,961	12,862
Olds 98	1,758	2,043	1,537	4,836	64,816	62,472
Total Oldsmobile	13,562	12,668	12,814	37,672	489,598	543,020
Sunbird	2,923	1,847	2,391	7,544	96,534	77,444
Grand Am	5,728	5,309	4,912	15,436	212,741	220,543
Firebird	2,001	1,535	1,662	4,860	57,475	69,544
Grand Prix	4,872	0	4,000	12,072	127,039	0
Pontiac 6000	2,334	1,089	2,120	6,276	81,314	64,611
Bonneville	2,971	1,914	2,966	8,323	105,968	113,917
Safari/Parisienne	100	73	105	291	6,750	8,424
Fiero	0	1,158	0	0	13,297	28,999
Total Pontiac	20,929	12,925	18,156	54,813	701,118	583,482
GENERAL MOTORS	87,522	78,291	78,706	234,402	2,979,951	3,075,492
HONDA	7,500	8,138	8,822	22,662	323,844	285,647
Civic	2,510	1,781	2,811	7,415	96,107	76,642
Accord	4,990	6,357	6,011	15,247	227,737	207,005
MAZDA†	4,841	323	4,784	13,968	133,924	1,883
NISSAN	2,060	1,241	2,032	5,702	97,971	106,470
NUMMI	1,500	3,706	1,668	4,230	117,678	170,174
Corolla	1,500	1,076	1,668	4,230	47,108	38,053
Nova	0	2,630	0	0	70,567	132,121
VOLKSWAGEN	0	1,964	0	0	35,997	56,319
Golf/GTI	0	1,264	0	0	30,444	42,476
Jetta	0	700	0	0	5,553	13,843
Total Cars, U.S.	165,790	153,721	157,360	453,008	6,185,021	6,274,893
Total Cars, Canada	17,527	22,925	20,870	56,367	921,627	682,070
U.S., Canada Cars	183,317	176,646	178,230	509,375	7,106,648	6,956,963
U.S., Canada Cars and Trucks	292,882	279,695	287,129	816,467	11,526,289	11,035,959

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Nov. 12, 1988	Week Ended Nov. 14, 1987	Week Ended Nov. 5, 1988	Nov. to Date	Jan. 1 to Nov. 12, 1988	Jan. 1 to Nov. 14, 1987
Eagle	0	—	0	0	0	—
Premier	1,275	—	1,337	3,686	[illegible]	—
CHRYSLER MOTORS	1,275	100	1,337	3,686	52,686	6,781
Escort	0	—	0	0	0	—
Lynx	0	—	0	0	0	—
Tempo	3,268	—	3,259	9,448	151,345	—
Topaz	1,628	—	1,588	4,532	60,051	—
Crown Victoria	2,895	—	2,833	7,934	112,430	—
Grand Marquis	2,865	—	2,963	8,151	114,248	—
FORD MOTOR CO.	10,656	11,512	10,643	30,065	438,074	374,512
Celebrity	392	—	431	1,304	18,380	—
Cutlass Ciera	3,524	—	3,427	9,788	197,130	—
Cutlass Supreme	0	—	0	0	0	—
Grand Prix	0	—	0	0	0	—
Pontiac 6000	0	—	0	0	29,890	—
Regal	0	—	3,409	6,869	139,603	—
GENERAL MOTORS	3,916	10,988	7,267	17,961	384,812	279,730
Civic	1,500	—	1,443	4,152	36,709	—
Accord	0	—	0	0	1,828	—
HONDA	1,500	344	1,443	4,152	40,537	13,508
VOLVO	180	0	180	504	5,518	7,969
Total Cars, Canada	17,527	22,925	20,870	56,367	921,627	682,070

U.S. TRUCK☆	Week Ended Nov. 12, 1988	Week Ended Nov. 14, 1987	Week Ended Nov. 5, 1988	Nov. to Date	Jan. 1 to Nov. 12, 1988	Jan. 1 to Nov. 14, 1987
Caravan	2,300	—	2,314	6,514	80,360	—
Dakota	2,300	—	2,432	6,670	94,931	—
Mini-Ram Van	150	—	244	600	10,813	—
Pickups	2,300	—	2,434	6,672	73,436	—
Total Dodge	7,050	9,179	7,424	20,456	259,540	269,697
Cherokee	4,500	—	3,829	12,006	162,626	—
Commanche	900	—	775	2,358	39,080	—
Grand Wagoneer	300	—	347	927	12,249	—
Pickups	0	—	0	0	0	—
Wagoneer	200	—	221	607	9,566	—
Total Jeep	5,900	4,579	5,172	15,898	223,521	196,703
Voyager	2,100	—	2,082	5,868	74,706	—
Total Plymouth	2,100	—	2,082	5,868	74,071	—
CHRYSLER MOTORS	15,050	13,758	14,658	42,222	554,221	466,400
Aerostar	3,974	—	2,828	9,382	180,679	—
Bronco	1,633	—	1,792	4,589	48,984	—
Bronco II	2,756	—	2,640	7,378	105,740	—
Econoline	3,436	—	5,206	13,122	210,102	—
Heavy trucks	1,309	—	1,307	3,664	57,416	—
Light trucks	10,542	—	10,288	29,546	430,771	—
Ranger	6,235	—	5,557	15,495	283,517	—
Total Ford Div.	29,885	31,621	29,418	83,156	1,317,209	1,302,048
FORD MOTOR CO.	29,885	31,621	29,418	83,156	1,317,209	1,302,048
Astro	4,056	—	3,654	10,499	155,302	—
Blazer	530	—	635	1,588	23,198	—
Mediums/Heavies	360	—	395	1,038	17,554	—
P-Model	958	—	977	2,711	36,834	—
Pickups	9,148	—	9,158	25,761	321,008	—
S-10	6,176	—	6,079	17,549	267,282	—
S-10 Blazer	4,257	—	3,581	11,174	149,326	—
Sportsvan/Van	2,168	—	1,703	5,579	84,324	—
Suburban	1,443	—	1,658	4,329	62,025	—
Total Chevrolet	29,096	25,355	27,840	80,229	1,116,853	992,465
Jimmy	155	—	183	464	6,764	—
Mediums/Heavies	590	—	558	1,634	31,739	—
P-Model	62	—	66	182	4,618	—
Pickups	2,812	—	3,193	8,165	98,627	—
S-15	1,395	—	2,029	4,693	61,276	—
S-15 Jimmy	1,203	—	1,088	3,137	42,079	—
Safari	1,039	—	758	2,605	39,770	—
Suburban	614	—	798	1,822	27,503	—
Vandura/Rally Vans	688	—	621	1,935	30,052	—
Total GMC	8,558	7,022	9,294	24,637	342,428	335,865
GENERAL MOTORS	37,654	32,377	37,134	104,866	1,459,281	1,258,330
NAVISTAR	1,745	1,778	1,625	4,788	75,528	65,685
NISSAN	2,440	3,438	2,263	6,113	81,410	82,876
AM GENERAL*	450	450	450	1,260	20,160	14,850
MISCELLANEOUS*	2,300	2,300	2,300	6,440	103,040	103,660
Total Trucks, U.S.	89,524	85,722	87,848	248,843	3,610,849	3,363,849

CANADIAN TRUCK	Week Ended Nov. 12, 1988	Week Ended Nov. 14, 1987	Week Ended Nov. 5, 1988	Nov. to Date	Jan. 1 to Nov. 12, 1988	Jan. 1 to Nov. 14, 1987
Caravan	3,006	—	3,109	8,651	123,340	—
Mini-Ram Van	184	—	187	503	10,669	—
Ram Wagon	532	—	638	1,768	23,119	—
Ram Van	1,348	—	1,774	4,859	63,077	—
Total Dodge	5,070	6,494	5,708	15,780	220,205	339,648
Voyager	2,330	—	2,546	7,201	110,982	—
Total Plymouth	2,330	—	2,546	7,201	110,982	—
Wrangler	1,248	—	1,271	3,565	44,911	—
Total Jeep	1,248	—	1,271	3,565	44,911	31,227
CHRYSLER MOTORS	8,648	7,555	9,525	26,546	376,098	370,875
FORD MTR. (lt. trks.)	3,648	4,138	3,611	10,013	141,646	131,533
Light trucks	3,872	—	3,596	10,178	135,392	—
Vans	1,566	—	1,586	4,274	52,324	—
Total Chevrolet	5,438	—	5,182	14,453	187,816	—
Light trucks	1,458	—	1,745	4,691	66,931	—
Vans	579	—	716	1,807	26,103	—
Total GMC	2,037	—	2,461	6,498	93,034	—
GENERAL MOTORS	7,475	5,405	7,643	20,951	280,850	204,168
NAVISTAR	270	229	272	760	10,196	8,571
Total Trks., Canada	20,041	17,327	21,051	58,269	808,792	715,147
U.S., Canada Trks.	109,565	103,049	108,899	307,112	4,419,641	4,078,996

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.